



NORTH DAKOTA RED RIBBON WEEK TOOLKIT



To view our Web site for additional resources, campaign materials,
and an online copy of this toolkit, scan the tag with your smart phone.



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Look for the following symbols throughout this toolkit for information/resources specific to...

Native American



Military



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Thank you to all the educators who assisted in putting together the supporting resources!

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ATOD: Alcohol, Tobacco and Other Drugs



NORTH DAKOTA
PREVENTION
RESOURCE AND MEDIA CENTER



WHAT IS RED RIBBON WEEK?

HISTORY OF RED RIBBON WEEK

The Red Ribbon Week awareness campaign began following the 1985 kidnapping and murder of Drug Enforcement Administration (DEA) agent Enrique “Kiki” Camarena in Mexico and serves as a tribute to the memory of Agent Camarena.



Red Ribbon Week has become a symbol of support for the DEA’s efforts to reduce the demand for drugs through prevention, education and awareness. It is also a way for individuals and communities to unite and take a visible stand against alcohol and drug abuse in their community.

Red Ribbon Week is one of the longest running alcohol and drug prevention awareness campaigns in the nation, and is traditionally celebrated during the last full consecutive week of October.

Celebrate Red Ribbon Week during a time that works best for your school and community!

Usually observed the last full week in October, the purpose of Red Ribbon Week is to...

- 1] Create awareness of alcohol, tobacco, and other drug use/abuse.
- 2] Encourage implementation of effective strategies throughout the school and community that support healthy, drug-free lifestyles.

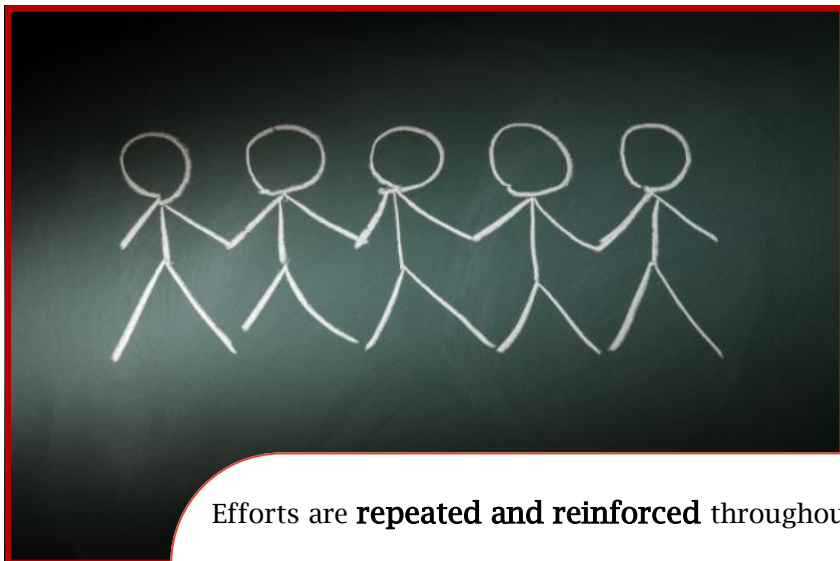


SCHOOLS



GENERAL TIPS FOR SCHOOLS

Schools play an important role in preventing substance abuse.
Below are some tips for implementing prevention efforts in your school!



Efforts are **repeated and reinforced** throughout the school-year.

*To make a bigger impact in your community, make sure to partner with other community organizations and utilize the media—see the *COMMUNITY* and *MEDIA* sections of this toolkit for ideas.

Include a review of your **school's alcohol and other drug use policies** and see if any revisions or updates are needed.

*Key points to make sure are included in your policy:

- provisions for communicating the policy to all students, parents, faculty, administrators, etc.
- applicable throughout the entire year, even the summer months
- prohibits substance use and encourages healthy behavior
- consequences are clearly stated and there are consistent enforcement strategies
- provisions for interventions and opportunities for treatment
- provisions for periodically reviewing and revising the policy

*For more guidance on school substance abuse policies visit: www.nd.gov/dhs/prevention

Efforts are **developmentally appropriate and culturally sensitive**.

Efforts play a role in creating a **healthy and drug-free environment** at the school and the larger community.

96.6% of North Dakota community members believe preventing alcohol and drug use among youth is important.

(ND Community Readiness Survey, 2008)

★For additional ideas and sample lesson plans, visit www.nd.gov/dhs/prevention ★





ACTIVITIES FOR THE CLASSROOM

- ALL GRADES -

★For additional ideas and sample lesson plans, visit www.nd.gov/dhs/prevention ★



CHECK OUT PRINTABLE ACTIVITIES RELATED TO THE 7 TEACHINGS HERE:

www.nd.gov/dhs/prevention

Math

English

Have students write essays about how they “Live Your NO”**, what their passion is (sports, music, reading, etc.) that keeps them healthy. Submit a few essays to the local newspaper and to ndprmc@nd.gov for a chance to be featured on the Prevention Web site.

Use the templates at the end of this section

Create slogans for posters and bumper stickers with emphasis on “no-use” messages.

Have students interview and survey other students to determine how many of them have received peer pressure to use ATOD* or to do something they didn't want to do. Tally and graph the results.

Watch a TV program and record the number of times it refers to ATOD. Note the number of ads seen during primetime and create a percentage of ads that are ATOD related. Discuss the possible results of these ads. Have students calculate how much TV they watch per week and multiply the average number of ATOD related ads to see what they are exposed to.

Art/Music

Color red ribbons and conduct a coloring/poster contest. Have students go to various businesses in the community and ask to display their artwork.

Use the templates at the end of this section

Create ATOD-free art, logos, bumper stickers, banners, door decorations, and collages.

Draw a mural of activities that are fun and healthy alternatives to the use of alcohol, tobacco, and other drugs. Hang the mural up in a prominent spot in the school or somewhere in the community. Also can be done by using chalk on the sidewalks in front of the school.

Bring tobacco and alcohol advertisements to school for a classroom collage, discuss the messages behind the ads, and identify the advertising approaches being used. Explain why the message is untrue. Display the collages in the school hallway. Identify popular music/musicians that encourage/discourage ATOD use through their music, behavior, or attitudes.

Have an art class make “Drugs are Garbage” signs for the trash cans at schools, parks, community centers, garbage trucks, etc.

Have students write a rap with a positive message about following your passion or re-write lyrics to a popular or folk tune with a message about good choices we can make.

* ATOD: Alcohol, Tobacco, and Other Drugs

** The goal of “Live Your No” is to encourage youth to find their passion; this will help them to make healthy, positive choices in the future. We can all encourage the youth in our lives to find their passion and to “live their no”. Ask what their interests are and encourage and support these interests.





ACTIVITIES FOR THE CLASSROOM

- ELEMENTARY - MIDDLE SCHOOL -

★For additional ideas and sample lesson plans, visit www.nd.gov/dhs/prevention ★

Write to restaurants and other public places thanking them for being tobacco free. Also, write to local law enforcement thanking them for keeping the community safe.

Tell students to bring in a 'show & tell' item illustrating their passion; take a picture of everyone "living their NO". Display pictures in the school, on the school Web site, submit to the local newspaper and submit to ndprmc@nd.gov for a chance to be featured on the Prevention Web site. Also have students write about their passion and why they choose their passion over drugs.

Use the templates at the end of this section

Have students draw or write about what they do to stay healthy. Discuss ways to stay healthy and why it is important.

Have students write letters to the editor about their choice to live drug-free.

ELEMENTARY

English

Read biographies of famous people who died from the use of ATOD*. Write a report on how this behavior affected their professional lives, discussing the loss of potential due to their ATOD use.

Write press releases on Red Ribbon Week school activities. Create a radio commercial encouraging people to avoid the use of ATOD.



Using the Four Directions (Medicine Wheel), talk about what it means to live a traditional, holistic, balanced lifestyle. Have students work in small groups and write down how ATOD use can negatively impact their Emotional, Spiritual, Physical, and Mental well-being.

History/Government

Discuss the history of Red Ribbon Week. Research the function of the Drug Enforcement Administration (DEA).

Write letters to representatives encouraging them to eliminate alcohol and tobacco advertising, especially those ads targeting young people.

Research the extent of ATOD use in the community and report the findings to the class.

Research consequences for DUIs in North Dakota and compare to other states and countries.

Discuss the effect that ATOD has on society.



Research drug policies/laws in countries around the world where military men and women are stationed.

MIDDLE SCHOOL





ACTIVITIES FOR THE CLASSROOM

- HIGH SCHOOL -

★For additional ideas and sample lesson plans, visit www.nd.gov/dhs/prevention ★

Science

Examine the effects of ATOD* on the body. Draw a picture of the brain, indicating which areas control various parts of the body. Note which parts of the brain alcohol affects first, and how it impairs vision and reaction time.

Discuss how ATOD affects production and formation of proteins and DNA.

Math

Create graphs to depict statistics related to substance abuse. Example: How many alcoholics are there in the U.S.? How many gallons of alcohol are sold in a year? What percentage of alcohol consumed in the U.S. is consumed by alcoholics?

Calculate the cost of a DUI in North Dakota.

Calculate what ATOD abuse costs businesses in lost productivity and absenteeism.

Contact law enforcement agencies, treatment centers, and local public health agencies to calculate the costs incurred by them in combating ATOD.

English

Write an editorial for the school newspaper or local paper stating why marijuana should remain illegal.

Produce a special edition of the school newspaper with articles about alternatives to ATOD, relating the effects of their use on the body.

Research your community services/support groups/treatment facilities. How many of them help people in need of smoking cessation, alcohol or other drug cessation? Do your peers and people in the community know how to access services if needed? What factors contribute to limited services available? Suggest some long-term solutions.

Discuss the meaning of, "No use of illegal drugs, no illegal use of legal drugs." Have students define and discuss the difference between illegal drugs and the use of prescription and over-the-counter drugs.

Have students research the history of "public health" as a field and define "prevention". Why is prevention important? What is considered effective prevention?

History/Government

Research state laws and local policies relating to ATOD.

Propose legislation related to ATOD use. Identify the process for getting it passed. Present the legislation to local lawmakers.

Discuss news articles about how the government is handling the drug problem; examples would include an analysis of supply vs. demand approaches, zero tolerance, and local ordinances.

Organize debates about drug testing. What should society and/or government do about the drug problem?





IDEAS FOR THEME DAYS

1

Wear Red Day

Organize a most creative red outfit contest. Work with the community to get a prize for the winner and make sure to gain media coverage.

Encourage student government reps, athletes, and other student leaders to plan a public awareness rally to support drug-free lifestyles.

Form a “people chain” on the football field or gym, while wearing red shirts, to spell the words, “DRUG-FREE”, and photograph from the air for the front page of the newspaper.

Serve as many red foods as you can think of (red popsicles, apples, watermelon, pizza, tomato soup).

2

Decoration Day

Decorate areas where students congregate with red ribbons/banners/posters decorated or created by local students.

Weave a red ribbon through a chain link fence to spell a drug-free slogan.

Be sure to invite the media!

Sponsor a window/door/desk decorating contest.

3

Reach-Out Day

Arrange display tables and give out materials/information.

Check out the resources at the PRMC at www.nd.gov/dhs/prevention

Encourage the library to hand out red ribbon materials with each book check-out.

Intercom messages throughout the day supporting ways to stay healthy and safe.

Send information home with kids to give to their parents about North Dakota’s “Parents LEAD” program.

Visit www.parentslead.org

Organize a community day that includes a wellness walk or “march,” with a meal and speakers.

Post ATOD prevention-related resources on the school Web site.

www.nd.gov/dhs/prevention and www.parentslead.org

4



Join the Fight Against Drugs

Wear camouflage to school.

5

Sports Day/Team Up Against Drugs

Wear sport jerseys to school.

Print red ribbon information and local Red Ribbon Week activities in football/volleyball/cross country/soccer programs.

Put red dots/stickers on football helmets and volleyball/cross country/soccer jerseys.

Invite pep band and cheerleaders to wear red ribbons.

Distribute red ribbons to fans at sports events.

Discount admission to everyone wearing a red ribbon or wearing red.

Use red ribbon logos to advertise drug-free sporting events on flyers/programs.





SUGGESTIONS FOR YEAR-ROUND ACTIVITIES

To be effective, it is important to continue prevention efforts throughout the year, beyond Red Ribbon Week.

Below are some additional prevention awareness months that can be utilized to continue raising support for creating a healthy and safe community environment.

October – Red Ribbon

- * www.justice.gov/dea/ongoing/redribbon_factsheet.html

November – National American Indian Heritage Month Great American Smoke Out



- * <http://nativeamericanheritagemonth.gov>
- * www.cancer.org/Healthy/StayAwayfromTobacco/GreatAmericanSmokeout/index

December – Drunk and Drugged Driving (3D) Prevention

- * www.stopimpaireddriving.org/

January – Resolutions to be Healthy

- * www.aap.org/advocacy/releases/jankidstips.cfm

February – Healthy Relationships

- * www.cdc.gov/features/chooserespect

March – Inhalants and Poisons Awareness

- * www.inhalants.org

April – Alcohol Awareness

- * www.healthfinder.gov/nho/AprToolkit.aspx

May – National Military Awareness

- * www.nmam.org/index.htm





I “Live my NO” by...





*WORKING
WITH YOUR
COMMUNITY*



A COMMUNITY-WIDE EFFORT

When trying to gain community support and collaboration, keep these tips in mind...



Talk to...

...influential community members – those who have a strong interest in helping the community or those with expertise in ATOD* prevention.

...youth – they might have better insight into what is needed and what will make a difference.

...parents – let them know what will be going on in the community and school and how they can further the message at home.

93.1% of North Dakota community members believe alcohol and other drug prevention is a good investment because it saves lives and money.

(ND Community Readiness Survey, 2008)

Remember to tell those you want to partner with what is in it for them...

A safe and healthy school and community environment will support individuals to be better students, consumers, citizens, etc.





STRATEGIES FOR THE COMMUNITY

- BUSINESSES - LAW ENFORCEMENT -

Businesses

- ▶ Establish a drug-free workplace policy making provisions for prevention, intervention and treatment referral.
Visit: www.workplace.samhsa.gov/WPWorkit/policy.html for tips on implementing a drug-free workplace policy.
- ▶ Display red ribbons, banners, and posters on the interior/exterior of your building—utilize artwork from local students.
- ▶ Publicize Red Ribbon Week in company bulletins, newsletters, newspapers, or magazines.
- ▶ Have your phone answered with an anti-drug message or recognition of Red Ribbon Week.
- ▶ Put red ribbons on car antennas.
- ▶ Have a 'Wear Red Day' for employees.
- ▶ Promote employee assistance programs.
- ▶ Sponsor open bowling, fun runs (Red Ribbon Freedom Run), slam dunk/shooting contest (Put the Slam on Drugs).
- ▶ Highlight your Red Ribbon Week support in newspaper advertisements.
- ▶ Adopt a school and donate Red Ribbon supplies and/or prizes for various contests to students and staff.
- ▶ Place flyers/information about Red Ribbon Week in bags at retail stores (e.g., grocery stores, pharmacy, etc.).
Check out the resources at the PRMC at www.nd.gov/dhs/prevention
- ▶ Implement a Sticker Shock program in local liquor establishments.
Visit: www.maine.gov/dhhs/osa/pubs/prev/2009/stickershockguide.pdf for a guide on developing a Sticker Shock program.
- ▶ Advertise special discounts or sales for customers who acknowledge Red Ribbon Week or are wearing red or a red ribbon.

Thank you for calling _____!
We are unable to take your call right now and will get back to you as soon as we can. What are you doing today to support a health and drug-free environment? Support local Red Ribbon Week efforts!

Law Enforcement

- ▶ Display red ribbons/banners/posters on the interior/exterior of your building—utilize artwork from local students.
- ▶ Have staff and officers wear red ribbons.
- ▶ Display red ribbons in a prominent place on all vehicles and patrol cars.
- ▶ Conduct compliance checks.
- ▶ Contact media to publicize underage drinking enforcement efforts.
- ▶ Provide Responsible Beverage Service Training.

Check out the "Law Enforcement" section of the North Dakota Substance Abuse Prevention Web site for more information on effective enforcement strategies .

www.nd.gov/dhs/prevention





STRATEGIES FOR THE COMMUNITY

- FAITH BASED - HEALTHCARE -

Faith-Based Organizations

- ▶ Display red ribbons/banners/posters on trees, front door, and inside church —utilize artwork from local youth.
 - ▶ Publicize local Red Ribbon Week activities in bulletin or newsletter, encouraging the congregation to participate in and support the healthy, drug-free lifestyle.
 - ▶ Include the concerns related to ATOD* use in prayers.
 - ▶ Motivate your congregation to become involved in prevention programs in your community throughout the year
 - ▶ Print the Sunday bulletin on red paper.
 - ▶ Incorporate ATOD prevention messages and activities in youth programs.
- *Check out the SCHOOL section of this toolkit, pages 4-8***
- ▶ Host an alcohol-free late night event for families and community members.

Healthcare/Medicine

- ▶ Create a display on ATOD information/prevention.
 - ▶ Distribute information to patients and their family members related to substance abuse resources/prevention.
- *Check out the resources at the PRMC at www.nd.gov/dhs/prevention***
- ▶ Have doctors, nurses, and staff wear red ribbons.
 - ▶ Display red ribbons/banners/posters on the interior/exterior of your building—utilize artwork from local youth.
 - ▶ Give red balloons, stickers, or ribbons to children.
 - ▶ Participate in National Screening Day, held annually in April.
- *Visit mentalhealthscreening.org/events/national-alcohol-screening-day.aspx***
- ▶ Implement a substance abuse screening system/policy.

Check out the following Web site for tools and resource guides when implementing a screening system:

www.drugabuse.gov/NIDAMED/screening





STRATEGIES FOR THE COMMUNITY

- GOVERNMENT - MEDIA -

Local Government

- ▶ Display red ribbons/banners/posters on interior and exterior of city and county buildings —utilize artwork from local youth.
- ▶ Contact the press to show your support for Red Ribbon Week.

See the *MEDIA* section of this toolkit for tips for talking with media and ideas for what to say, pages 15-18

- ▶ Issue a proclamation declaring the last week of October “Red Ribbon Week” in your community.
- ▶ Have a ‘Wear Red Day’ for employees.
- ▶ Display red ribbon car magnets on all government cars.
- ▶ Include red ribbon messages in utility bills, on Web sites, in newsletters, etc.

SAMPLE MESSAGE:

Celebrate Red Ribbon Week! We can all encourage the youth in our lives to find their passion and to “Live Their NO.”

Ask them about their interests, and encourage and support these interests. We can all play a part in creating a healthy and drug-free environment!

Media

- ▶ Feature ATOD prevention information during Red Ribbon Week.
- ▶ Publish special red ribbon insert in newspapers with articles and/or advertisements.
- ▶ Produce PSAs for TV/radio.
- ▶ Invite red ribbon community leaders to appear on talk shows.
- ▶ Editors: assign reporters to cover and photograph red ribbon activities to be displayed in future publications and/or a Web site.
- ▶ Wear a red ribbon or red clothing at least once a week on the TV broadcasts during the three weeks prior to Red Ribbon Week (October 22-30). On those broadcasts, mention Red Ribbon Week and encourage the audience to participate in this important public awareness campaign.
- ▶ During Red Ribbon Week, wear a ribbon on each of the broadcasts and encourage the audience to support community efforts to increase awareness of substance abuse prevention.
- ▶ During Red Ribbon Week, create a daily data brief talking about substance use/abuse in North Dakota.

To find data that will tell the story of substance use in North Dakota, visit: www.nd.gov/dhs/prevention

CHECK OUT THE ***MEDIA*** SECTION OF THIS TOOLKIT FOR A SAMPLE ARTICLE, PSA, AND ADVERTISEMENT.



MEDIA



IMPORTANCE OF THE MEDIA

The Media plays an important role in getting the word out about your prevention efforts. Ask them to partner with you!

Ensure the media is interested by...

- 1) Understanding what the media wants in a story.
 - 2) Making sure that the information is provided to them in a clear and timely manner.
- ✓ **TV deadlines** – For a live event or activity send the information the day before. For the 6 p.m. or 10 p.m. news, provide the information prior to 10 a.m. (allow 3-8 weeks in advance for public announcements).
 - ✓ **Radio deadlines** – Allow several days notice for public events that needs outside coverage, and same day is usually fine for studio-based news items.
 - ✓ **Newspaper deadlines** – By 2-3 p.m. of the day before for a daily newspaper, and 3-5 days before the newspaper comes out for a weekly paper.

Media tips to boost your success

Good planning is the key to a successful media event or activity.

Two weeks ahead of your event:

- ✦ Write a letter for publication in your local newspaper to influence public opinion about issues that relate to your event or activities.
- ✦ Contact the reporters who write about ('cover') community or health events.
- ✦ Call community calendar reporters at area newspapers and TV, cable and radio stations, and ask them to place a calendar notice about your event.

The day before the event:

- ✦ Call the media again to politely remind them about the event.

On the day of the event:

- ✦ When the reporters arrive, have members of your group detailed to greet them, set up interviews with the right people and escort media to the appropriate spokesperson.
- ✦ Have someone from your organization take photos to accompany articles in newsletters and other publications and for your own files.

After the event:

- ✦ Send an immediate news release to any reporters who were unable to attend.
- ✦ Send follow-up letters for publication in local newspapers to thank the community and inform them of your success.
- ✦ Write a follow-up article for inclusion in appropriate community publications. Illustrate with photos from the event. Include information on how many people attended, what the results were, etc.





SAMPLE TALKING POINTS

General Talking Points

- Red Ribbon Week is the nation's longest running drug prevention program, reaching millions of Americans during the last week of October every year.
- Red Ribbon Week is a great time for schools to collaborate with the community and together work towards creating a healthy and safe environment. A safe and healthy school and community environment will support individuals to be better students, consumers, citizens, etc.
- Effective prevention is everyone's responsibility—youth, schools, parents, and communities – and Red Ribbon Week provides a platform for initiating and maintaining local prevention efforts.
- We want to raise awareness about substance use in N.D. and encourage community members to “Take A Closer Look” at the effect alcohol and drug abuse has on our children, teens, families, and communities in N.D.
- Alcohol is the most commonly abused substance in N.D., this awareness campaign will encourage schools and community members to work together in creating an environment that will support the health and safety of our youth.
- It is a great opportunity for us to remind parents that it is important to communicate with their children and be involved in their lives. Parents are the most influential factor in a child's life.
- This is a great time for schools, parents, and community members to stand together and say... “Not our Kids.”
- Youth involved in activities in their school and community are less likely to engage in high risk behaviors, such as underage drinking.
- We can all encourage the youth in our lives to find their passion and to “Live Their NO.” Ask what their interests are and encourage and support these interests.

Data Background

- N.D. is #1 in the nation for binge drinking, ages 12 and older (NSDUH, 2008).
- Nearly 6% of middle school students had their first drink of alcohol at 8 years of age or younger (YRBS, 2009).
- 73% of N.D. high school students perceive that binge drinking 1 or 2 times a week does not pose a great risk (YRBS, 2009).
- 86% of N.D. community members agree that the *community* has the responsibility to set up prevention programs to help people avoid alcohol and other drug problems (CRS, 2008).
- 86% of N.D. community members agree that schools need to be more active in dealing with ATOD problems (CRS, 2008).
- 96.6% of N.D. community members believe preventing alcohol and drug use among youth is important (CRS, 2008).
- 92.1% of N.D. community members believe it is possible to reduce alcohol and drug problems through prevention (CRS, 2008).
- 93.1% of N.D. community members believe alcohol and other drug prevention is a good investment because it saves lives and money (CRS, 2008).
- N.D. is in a vague awareness stage – alcohol, tobacco, and other drugs are accessible to youth in N.D. and there is a general lack of awareness (CRS, 2008).



SAMPLE PRESS RELEASE

RED RIBBON WEEK PRESS RELEASE TEMPLATE
[Put on Letterhead & Fill in Red Areas]

Press releases should include the five W's and an H:

- ♦ **WHO** is involved
- ♦ **WHAT** happened
- ♦ **WHEN** did it happen
- ♦ **WHERE** did it happen
- ♦ **WHY** or **HOW** did it happen

FOR IMMEDIATE RELEASE:
[Date]

Contact: [Insert name, phone, address, e-mail, etc.]

[Insert Community Organization/School] encourages community members to come together in celebration of Red Ribbon Week

[City, N.D.] – [Insert Community Organization/School] encourages community members and businesses to come together and participate in Red Ribbon Week, October 22-30, 2011. Red Ribbon Week is the nation's longest running drug prevention program, reaching millions of Americans during the last full week of October every year.

Local events/activities to help support a healthy and safe environment include [Insert local event(s), include location, time, activities, etc.]. [Your organization], in collaboration with [Insert other sponsors, if needed], is sponsoring the event.

****OR****

(Use the paragraph above or below to best describe your upcoming prevention efforts.)

In order to create a consistent, positive message throughout our school and community, [School] is implementing [Insert activities] and local businesses are [Insert activities].

"Red Ribbon Week is the perfect time for schools and communities to collaborate and provide consistent messages about alcohol and drug abuse prevention," said Rachelle Loda, prevention education specialist with the department of human services. "Together we can all support a healthy, drug-free lifestyle for our youth."

[Insert community spokespersons quote]

The majority of N.D. community members (96.6 percent) believe preventing alcohol and drug use among youth is important and 92.1 percent believe it is possible to reduce alcohol and drug problems through prevention (CRS, 2008).

[Insert local statistics]

The North Dakota Department of Human Services' Division of Mental Health and Substance Abuse Services created a Red Ribbon Week toolkit to assist schools and communities with local alcohol and other drug prevention efforts. The toolkit includes information on planning special events, tips and suggestions for classroom activities, strategies for communities/businesses to implement, information on gaining media exposure, and a list of North Dakota prevention resources. The toolkit was sent to all N.D. schools and is available online at <http://www.nd.gov/dhs/services/mentalhealth/prevention/education.html>.

For more information or to request a copy of the Red Ribbon Week toolkit, contact the Prevention Resource and Media Center (PRMC) at 701-328-8919 or 1-800-642-6744. For more information on local Red Ribbon Week activities, contact [Insert community spokesperson] at [phone number] or [email].

###





SAMPLE PSA & ADVERTISEMENT

:15 SECOND PUBLIC SERVICE ANNOUNCEMENT (PSA)

Community Members...help create awareness of Red Ribbon Week, one of the longest running drug prevention awareness campaigns in the nation! We can all play a part in creating a healthy and drug-free environment!

To find more information on North Dakota Substance Abuse Prevention Resources, visit...

www.nd.gov/dhs/prevention.

:30 SECOND PUBLIC SERVICE ANNOUNCEMENT (PSA)

Community Members...help create awareness of Red Ribbon Week, one of the longest running drug prevention awareness campaigns in the nation!

We can all encourage the youth in our lives to find their passion and to "LIVE THEIR NO." Ask what their interests are and encourage and support these interests. We can all play a part in creating a healthy and drug-free environment!

To find more information on North Dakota Substance Abuse Prevention Resources, visit...

www.nd.gov/dhs/prevention or call 701-328-8919.

RED RIBBON WEEK

Community Members...help create awareness of **Red Ribbon Week**, one of the longest running drug prevention awareness campaigns in the nation!

To find more information on North Dakota Substance Abuse Prevention Resources, visit...

WWW.ND.GOV/DHS/PREVENTION



We can all encourage the youth in our lives to find their passion and to "LIVE THEIR NO." Ask what their interests are and encourage and support these interests. We can all play a part in creating a healthy and drug-free environment!



Example Newspaper Ad to use in your local community during the month of October.

Visit our Web site
www.nd.gov/dhs/prevention
to download a usable version.

Be sure to include information about your local Red Ribbon Week activities!



*NORTH
DAKOTA
PREVENTION
RESOURCES*



NORTH DAKOTA PREVENTION RESOURCES

NORTH DAKOTA PREVENTION RESOURCE & MEDIA CENTER (PRMC)

WHAT WE OFFER:

Pamphlets · Activity Books · Posters · DVDs
Games · Kits · Toolkits · and more!

PREVENTION E-NEWSLETTER:

A timely e-mail newsletter covering substance abuse prevention news briefs, event announcements, and new resources.

To sign up, go to: www.nd.gov/dhs/prevention

We are a **FREE** resource
to North Dakota residents
regarding the latest
substance abuse
prevention information.

NORTH DAKOTA SUBSTANCE ABUSE PREVENTION SERVICES

Prevention Specialists are available to assist local communities with effective prevention efforts in the following areas...

COMMUNITIES

LAW ENFORCEMENT

SCHOOLS

CRIMINAL JUSTICE ENTITIES

CLINICAL PROFESSIONS

MEDIA

WORKPLACES



To find more information on North Dakota
substance abuse prevention resources, visit...

www.nd.gov/dhs/prevention

PHONE: 701-328-8919

E-MAIL: ndprmc@nd.gov





MILITARY-SPECIFIC RESOURCES

DVDS Available to Borrow



TALK, LISTEN, CONNECT: HELPING FAMILIES DURING MILITARY DEPLOYMENT

A 2-DVD Sesame Street kit designed to support families with young children as they manage the feelings and challenges of all phases of deployment.

Ages 2-5



MR. POE & FRIENDS: DISCUSS FAMILY REUNION AFTER DEPLOYMENT

This DVD, developed by military pediatricians for school-age children, is meant to help youth realize that they aren't alone with their deployment concerns.

Ages 6-10



MILITARY YOUTH COPING WITH SEPARATION: WHEN FAMILY MEMBERS DEPLOY

Preteens and teenagers tend to adapt well to family deployments, but they all benefit from support. This DVD, developed by military pediatricians and specialists in adolescent medicine, can help.

Ages 11 and up



ANOTHER KIND OF VALOR

This powerful new DVD/CD Learning System is designed to address the needs of VA, law enforcement, homeless shelters, hospital emergency rooms, family members, and professionals trained to assist emotionally damaged veterans returning to civilian life.

Adults

To borrow/receive materials,
contact the Prevention
Resource & Media Center (PRMC):

www.nd.gov/dhs/prevention

Phone: 701-328-8919

E-mail: ndprmc@nd.gov



Other Materials Available

Join the Fight Against Drugs
Temporary Tattoo

TS401

Helpful Links

Substance Abuse and Mental Health Services Administration Military Support resources:

- www.samhsa.gov/MilitaryFamilies

A multi-media campaign that uses online and offline communication with the goal of reducing excessive drinking among young servicemen:

- www.thatguy.com

Service Member and Family Support Division of the National Guard:

- www.ndguard.ngb.army.mil/family





TRIBAL-SPECIFIC RESOURCES

Posters



Seven Teachings
Set of seven circle posters (9" diameter)

Audience: All Ages

PRS613

Temporary Tattoo



**Medicine Wheel
Temporary Tattoo**

Audience: All Ages

TS405

Activity Book



7 Teachings Activity Book

Audience: Elementary & Middle School

AS204

To order these materials
at no cost, contact the
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Phone: 701-328-8919
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tribal community
PREVENTION

TRIBAL SUBSTANCE ABUSE PREVENTION COORDINATORS
are available to assist tribal communities with local substance abuse prevention efforts.

To contact a Tribal Substance Abuse Prevention Coordinator, visit:

www.nd.gov/dhs/prevention





REFERENCES

1. Red Ribbon Toolkit: How to organize a successful red ribbon campaign in your community. Presented by Prevention Resource Center, Region 7, San Marcos, TX. www.prc7.org.
2. Kansas Campaign Red Ribbon 2009. Kansas Family Partnership, Inc. Topeka, KS.
3. 2008 Ohio Red Ribbon Planning Guide: Drug-Free Action Alliance: Ohioans Partnering for Drug-Free Youth. Columbus, OH. www.drugfreeactionalliance.org.
4. Red Ribbon Community Toolkit - UR Choice, UR Voice. 2009-2010 Campaign. Drugfree Idaho Inc. Created in partnership with Prevention Coalitions of Orange County & County of Orange Health Care Agency. www.drugfreeidaho.org.
5. How to Start a Media Campaign. UNICEF, 2004. http://www.unicef.org/righttoknow/index_mediacampaign.html.





**TO RECEIVE ADDITIONAL COPIES OF
THIS TOOLKIT CONTACT:**

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